

## INVOICE



WXII  
**700 Coliseum Drive**  
**Winston-Salem, NC 27106**  
**Main: (336)721-9944**  
**Billing: (410)338-6432**

www.wxii12.com

Billing Address:

Greer Margolis Mitchell Burns  
Attention: Accounts Payable  
1010 Wisconsin Ave, Suite 800  
Washington, DC 20007

Invoice #	Invoice Date	Invoice Month	Invoice Period
943887-1	09/30/12	September 2012	08/27/12 - 09/24/12

Station	Account Executive	Sales Office	Sales Region
WXII	Fran Berg	Eagle-Washingt	National

Advertiser	Product	Estimate Number
Obama/D/President	SKED A -30'S	1536

Flight Dates	Order #	Alt Order #
09/18/12 - 09/24/12	943887	07894910

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912856	95	101

Agency Ref	Advertiser Ref

Send Payment To:

**WXII**  
**PO Box 26888**  
**Lehigh Valley, PA 18002-6888**

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	09/18/12	09/21/12	M-F WXII 12 News @ 5 a 5-6am		-TWTF--	:30	4	\$110.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/17/12 09/23/12 -TWTF-- 4 \$110.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Tu 09/18/12 5:40 AM M-F WXII 12 News @ 5 am 5-6am :30 OFA12Z118 \$110.00 NM									
3 WXII W 09/19/12 5:12 AM M-F WXII 12 News @ 5 am 5-6am :30 OFA12Z118 \$110.00 NM									
2 WXII Th 09/20/12 5:41 AM M-F WXII 12 News @ 5 am 5-6am :30 OFA12Z118 \$110.00 NM									
4 WXII F 09/21/12 5:13 AM M-F WXII 12 News @ 5 am 5-6am :30 OFA12Z118 \$110.00 NM									
2	09/24/12	09/24/12	M-F WXII 12 News @ 5 a 5-6am		M-----	:30	1	\$110.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/24/12 09/30/12 M----- 1 \$110.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 09/24/12 5:21 AM M-F WXII 12 News @ 5 am 5-6am :30 OFA12Z118 \$110.00 NM									
3	09/18/12	09/21/12	M-F WXII 12 News @ 6 a 6-7am		-TWTF--	:30	4	\$250.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/17/12 09/23/12 -TWTF-- 4 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
4 WXII Tu 09/18/12 6:51 AM M-F WXII 12 News @ 6 am 6-7am :30 OFA12Z118 \$250.00 NM									
1 WXII W 09/19/12 6:28 AM M-F WXII 12 News @ 6 am 6-7am :30 OFA12Z107H \$250.00 NM									
2 WXII Th 09/20/12 6:22 AM M-F WXII 12 News @ 6 am 6-7am :30 OFA12Z107H \$250.00 NM									
3 WXII F 09/21/12 6:58 AM M-F WXII 12 News @ 6 am 6-7am :30 OFA12Z107H \$250.00 NM									
4	09/24/12	09/24/12	M-F WXII 12 News @ 6 a 6-7am		M-----	:30	1	\$250.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/24/12 09/30/12 M----- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 09/24/12 6:12 AM M-F WXII 12 News @ 6 am 6-7am :30 OFA12Z107H \$250.00 NM									
5	09/18/12	09/21/12	NBC Today Show	7-9am	-TWTF--	:30	4	\$175.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/17/12 09/23/12 -TWTF-- 4 \$175.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Tu 09/18/12 8:35 AM NBC Today Show 7-9am :30 OFA12Z118 \$175.00 NM									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hoarsttelevision.com/](http://www.hoarsttelevision.com/) or advertiser.

We warrant that the actual broadcast information shown on this invoice was taken from the program log.

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Advertiser	Product	Estimate Number	
Obama/D/President	SKED A -30'S	1536	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
5	09/18/12	09/21/12	NBC Today Show	7-9am	-TwTF--	:30	4	\$175.00	NM
Class of Time - Immediately Pre-emptible without notice									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WXII W 09/19/12 7:29 AM NBC Today Show 7-9am :30 OFA12Z118 \$175.00 NM									
3 WXII Th 09/20/12 8:41 AM NBC Today Show 7-9am :30 OFA12Z118 \$175.00 NM									
4 WXII F 09/21/12 8:44 AM NBC Today Show 7-9am :30 OFA12Z118 \$175.00 NM									
6	09/24/12	09/24/12	NBC Today Show	7-9am	M-----	:30	1	\$175.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/24/12 09/30/12 M----- 1 \$175.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 09/24/12 8:27 AM NBC Today Show 7-9am :30 OFA12Z118 \$175.00 NM									
7	09/22/12	09/22/12	NBC Saturday Today	8-10am	-----S-	:30	1	\$125.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/17/12 09/23/12 -----S- 1 \$125.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Sa 09/22/12 9:21 AM NBC Saturday Today 8-10am :30 OFA12Z118 \$125.00 NM									
8	09/23/12	09/23/12	NBC Sunday Today	8-9am	-----S	:30	1	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/17/12 09/23/12 -----S 1 \$225.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Su 09/23/12 8:29 AM NBC Sunday Today 8-9am :30 OFA12Z118 \$225.00 NM									
9	09/23/12	09/23/12	NBC Meet the Press	9-10am	-----S	:30	1	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/17/12 09/23/12 -----S 1 \$225.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Su 09/23/12 9:59 AM NBC Meet the Press 9-10am :30 OFA12Z107H \$225.00 NM									
10	09/18/12	09/21/12	Live with Regis & Kelly	9-10AM	-TwTF--	:30	4	\$65.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/17/12 09/23/12 -TwTF-- 4 \$65.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
4 WXII Tu 09/18/12 9:27 AM Live with Regis & Kelly 9-10AM :30 OFA12Z118 \$65.00 NM									
3 WXII W 09/19/12 9:56 AM Live with Regis & Kelly 9-10AM :30 OFA12Z118 \$65.00 NM									
2 WXII Th 09/20/12 9:51 AM Live with Regis & Kelly 9-10AM :30 OFA12Z107H \$65.00 NM									
1 WXII F 09/21/12 9:45 AM Live with Regis & Kelly 9-10AM :30 OFA12Z107H \$65.00 NM									
11	09/24/12	09/24/12	Live with Regis & Kelly	9-10AM	M-----	:30	2	\$65.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/24/12 09/30/12 M----- 2 \$65.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WXII M 09/24/12 9:21 AM Live with Regis & Kelly 9-10AM :30 OFA12Z107H \$65.00 NM									
1 WXII M 09/24/12 9:48 AM Live with Regis & Kelly 9-10AM :30 OFA12Z118 \$65.00 NM									
12	09/18/12	09/21/12	NBC Today Show II	10A-12N	-TwTF--	:30	4	\$40.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/17/12 09/23/12 -TwTF-- 4 \$40.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WXII Tu 09/18/12 10:56 AM NBC Today Show II 10A-12N :30 OFA12Z118 \$40.00 NM									
1 WXII W 09/19/12 11:30 AM NBC Today Show II 10A-12N :30 OFA12Z118 \$40.00 NM									

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943887-1	09/30/12	September 2012	08/27/12 - 09/24/12
Advertiser	Product	Estimate Number	
Obama/D/President	SKED A -30'S	1536	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
12	09/18/12	09/21/12	NBC Today Show II	10A-12N	-TWTF--	:30	4	\$40.00	NM
Class of Time - Immediately Pre-emptible without notice									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 WXII Th 09/20/12 10:59 AM NBC Today Show II 10A-12N :30 OFA12Z118 \$40.00 NM									
4 WXII F 09/21/12 11:27 AM NBC Today Show II 10A-12N :30 OFA12Z118 \$40.00 NM									
13	09/24/12	09/24/12	NBC Today Show II	10A-12N	M-----	:30	1	\$40.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/24/12 09/30/12 M----- 1 \$40.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 09/24/12 10:51 AM NBC Today Show II 10A-12N :30 OFA12Z107H \$40.00 NM									
14	09/18/12	09/21/12	M-F WXII 12 News @ No:12-1pm		-TWTF--	:30	7	\$50.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/17/12 09/23/12 -TWTF-- 7 \$50.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Tu 09/18/12 12:24 PM M-F WXII 12 News @ Noon 12-1pm :30 OFA12Z118 \$50.00 NM									
6 WXII Tu 09/18/12 12:54 PM M-F WXII 12 News @ Noon 12-1pm :30 OFA12Z118 \$50.00 NM									
3 WXII W 09/19/12 12:24 PM M-F WXII 12 News @ Noon 12-1pm :30 OFA12Z118 \$50.00 NM									
7 WXII W 09/19/12 12:59 PM M-F WXII 12 News @ Noon 12-1pm :30 OFA12Z107H \$50.00 NM									
4 WXII Th 09/20/12 12:39 PM M-F WXII 12 News @ Noon 12-1pm :30 OFA12Z107H \$50.00 NM									
2 WXII F 09/21/12 12:11 PM M-F WXII 12 News @ Noon 12-1pm :30 OFA12Z118 \$50.00 NM									
5 WXII F 09/21/12 12:44 PM M-F WXII 12 News @ Noon 12-1pm :30 OFA12Z107H \$50.00 NM									
15	09/24/12	09/24/12	M-F WXII 12 News @ No:12-1pm		M-----	:30	1	\$50.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/24/12 09/30/12 M----- 1 \$50.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 09/24/12 12:29 PM M-F WXII 12 News @ Noon 12-1pm :30 OFA12Z118 \$50.00 NM									
16	09/18/12	09/21/12	M-F 3-4P	M-F 3-4P	-TWTF--	:30	4	\$85.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/17/12 09/23/12 -TWTF-- 4 \$85.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Tu 09/18/12 3:40 PM M-F 3-4P M-F 3-4P :30 OFA12Z118 \$85.00 NM									
4 WXII W 09/19/12 3:52 PM M-F 3-4P M-F 3-4P :30 OFA12Z118 \$85.00 NM									
2 WXII Th 09/20/12 3:11 PM M-F 3-4P M-F 3-4P :30 OFA12Z118 \$85.00 NM									
3 WXII F 09/21/12 3:12 PM M-F 3-4P M-F 3-4P :30 OFA12Z118 \$85.00 NM									
17	09/24/12	09/24/12	M-F 3-4P	M-F 3-4P	M-----	:30	1	\$70.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/24/12 09/30/12 M----- 1 \$70.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 09/24/12 3:49 PM M-F 3-4P M-F 3-4P :30 OFA12Z107H \$70.00 NM									
18	09/18/12	09/21/12	DR. OZ	M-F 4-5p	-TWTF--	:30	4	\$150.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/17/12 09/23/12 -TWTF-- 4 \$150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Tu 09/18/12 4:12 PM DR. OZ M-F 4-5p :30 OFA12Z118 \$150.00 NM									
2 WXII W 09/19/12 4:18 PM DR. OZ M-F 4-5p :30 OFA12Z118 \$150.00 NM									
4 WXII Th 09/20/12 4:29 PM DR. OZ M-F 4-5p :30 OFA12Z107H \$150.00 NM									
3 WXII F 09/21/12 4:13 PM DR. OZ M-F 4-5p :30 OFA12Z107H \$150.00 NM									

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Advertiser		Product	Estimate Number
Obama/D/President		SKED A -30'S	1536

www.wxii12.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type									
18	09/18/12	09/21/12	DR. OZ	M-F 4-5p	-TWTF--	:30	4	\$150.00	NM									
	Class of Time - Immediately Pre-emptible without notice																	
19	09/24/12	09/24/12	DR. OZ	M-F 4-5p	M-----	:30	1	\$125.00	NM									
	Class of Time - Immediately Pre-emptible without notice																	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 M----- 1 \$125.00																		
Spots: # Ch Day Air Date Air Time Description <u>Start/End Time</u> <u>Length Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WXII M 09/24/12 4:20 PM DR. OZ M-F 4-5p :30 OFA12Z118 \$125.00 NM																		
20	09/18/12	09/21/12	M-F WXII 12 News @ 5 p 5-6pm		-TWTF--	:30	4	\$175.00	NM									
	Class of Time - Immediately Pre-emptible without notice																	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 -TWTF-- 4 \$175.00																		
Spots: # Ch Day Air Date Air Time Description <u>Start/End Time</u> <u>Length Ad-ID</u> <u>Rate</u> <u>Type</u> 3 WXII Tu 09/18/12 5:43 PM M-F WXII 12 News @ 5 pm 5-6pm :30 OFA12Z118 \$175.00 NM 1 WXII W 09/19/12 5:21 PM M-F WXII 12 News @ 5 pm 5-6pm :30 OFA12Z118 \$175.00 NM 2 WXII Th 09/20/12 5:21 PM M-F WXII 12 News @ 5 pm 5-6pm :30 OFA12Z118 \$175.00 NM 4 WXII F 09/21/12 5:58 PM M-F WXII 12 News @ 5 pm 5-6pm :30 OFA12Z118 \$175.00 NM																		
21	09/24/12	09/24/12	M-F WXII 12 News @ 5 p 5-6pm		M-----	:30	1	\$150.00	NM									
	Class of Time - Immediately Pre-emptible without notice																	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 M----- 1 \$150.00																		
Spots: # Ch Day Air Date Air Time Description <u>Start/End Time</u> <u>Length Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WXII M 09/24/12 5:28 PM M-F WXII 12 News @ 5 pm 5-6pm :30 OFA12Z118 \$150.00 NM																		
22	09/18/12	09/21/12	M-F WXII 12 News @ 6 p 6-630pm		-TWTF--	:30	4	\$600.00	NM									
	Class of Time - Pre-emptible with notice																	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 -TWTF-- 4 \$600.00																		
Spots: # Ch Day Air Date Air Time Description <u>Start/End Time</u> <u>Length Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WXII Tu 09/18/12 6:12 PM M-F WXII 12 News @ 6 pm 6-630pm :30 OFA12Z118 \$600.00 NM 2 WXII W 09/19/12 6:19 PM M-F WXII 12 News @ 6 pm 6-630pm :30 OFA12Z118 \$600.00 NM 3 WXII Th 09/20/12 6:12 PM M-F WXII 12 News @ 6 pm 6-630pm :30 OFA12Z107H \$600.00 NM 4 WXII F 09/21/12 6:19 PM M-F WXII 12 News @ 6 pm 6-630pm :30 OFA12Z107H \$600.00 NM																		
23	09/24/12	09/24/12	M-F WXII 12 News @ 6 p 6-630pm		M-----	:30	1	\$600.00	NM									
	Class of Time - Pre-emptible with notice																	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 M----- 1 \$600.00																		
Spots: # Ch Day Air Date Air Time Description <u>Start/End Time</u> <u>Length Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WXII M 09/24/12 6:12 PM M-F WXII 12 News @ 6 pm 6-630pm :30 OFA12Z107H \$600.00 NM																		
24	09/18/12	09/21/12	M-Sun Nightly News	630p-7p	-TWTF--	:30	4	\$600.00	NM									
	Class of Time - Pre-emptible with notice																	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 -TWTF-- 4 \$600.00																		
Spots: # Ch Day Air Date Air Time Description <u>Start/End Time</u> <u>Length Ad-ID</u> <u>Rate</u> <u>Type</u> 2 WXII Tu 09/18/12 6:51 PM M-Sun Nightly News 630p-7p :30 OFA12Z118 \$600.00 NM 1 WXII W 09/19/12 7:00 PM M-Sun Nightly News 630p-7p :30 OFA12Z107H \$600.00 NM 4 WXII Th 09/20/12 6:51 PM M-Sun Nightly News 630p-7p :30 OFA12Z118 \$600.00 NM 3 WXII F 09/21/12 7:00 PM M-Sun Nightly News 630p-7p :30 OFA12Z118 \$600.00 NM																		
25	09/24/12	09/24/12	M-Sun Nightly News	630p-7p	M-----	:30	1	\$600.00	NM									
	Class of Time - Pre-emptible with notice																	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 M----- 1 \$600.00																		
Spots: # Ch Day Air Date Air Time Description <u>Start/End Time</u> <u>Length Ad-ID</u> <u>Rate</u> <u>Type</u>																		

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Advertiser		Product	Estimate Number
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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
25	09/24/12	09/24/12	M-Sun Nightly News Class of Time - Pre-emptible with notice	630p-7p	M-----	:30	1	\$600.00	NM
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
1 WXII M 09/24/12 7:00 PM M-Sun Nightly News 630p-7p :30 OFA12Z118 \$600.00 NM									
<b>26 09/23/12 09/23/12 Su WXII 12 News @ 6 pm-6-630pm</b>									
<b>Class of Time - Pre-emptible with notice</b>									
<b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>									
09/17/12 09/23/12 -----S 1 \$225.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
1 WXII Su 09/23/12 6:21 PM Su WXII 12 News @ 6 pm 6-630pm :30 OFA12Z118 \$225.00 NM									
<b>27 09/18/12 09/21/12 Inside Edition</b>									
<b>Class of Time - Pre-emptible with notice</b>									
<b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>									
09/17/12 09/23/12 -TWTF-- 4 \$400.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
1 WXII Tu 09/18/12 7:14 PM Inside Edition 7-730pm :30 OFA12Z118 \$400.00 NM									
4 WXII W 09/19/12 7:28 PM Inside Edition 7-730pm :30 OFA12Z118 \$400.00 NM									
3 WXII Th 09/20/12 7:27 PM Inside Edition 7-730pm :30 OFA12Z118 \$400.00 NM									
2 WXII F 09/21/12 7:27 PM Inside Edition 7-730pm :30 OFA12Z107H \$400.00 NM									
<b>28 09/24/12 09/24/12 Inside Edition</b>									
<b>Class of Time - Pre-emptible with notice</b>									
<b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>									
09/24/12 09/30/12 M----- 1 \$225.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
1 WXII M 09/24/12 7:28 PM Inside Edition 7-730pm :30 OFA12Z107H \$225.00 NM									
<b>29 09/18/12 09/21/12 Entertainment Tonight</b>									
<b>Class of Time - Pre-emptible with notice</b>									
<b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>									
09/17/12 09/23/12 -TWTF-- 4 \$375.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
3 WXII Tu 09/18/12 7:39 PM Entertainment Tonight 730-8pm :30 OFA12Z118 \$375.00 NM									
2 WXII W 09/19/12 7:55 PM Entertainment Tonight 730-8pm :30 OFA12Z118 \$375.00 NM									
1 WXII Th 09/20/12 7:55 PM Entertainment Tonight 730-8pm :30 OFA12Z107H \$375.00 NM									
4 WXII F 09/21/12 7:46 PM Entertainment Tonight 730-8pm :30 OFA12Z118 \$375.00 NM									
<b>30 09/24/12 09/24/12 Entertainment Tonight</b>									
<b>730-8pm Class of Time - Immediately Pre-emptible without notice</b>									
<b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>									
09/24/12 09/30/12 M----- 1 \$225.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
1 WXII M 09/24/12 7:55 PM Entertainment Tonight 730-8pm :30 OFA12Z118 \$225.00 NM									
<b>32 09/24/12 09/24/12 VOICE</b>									
<b>Prime Other Class of Time - Pre-emptible with notice</b>									
<b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>									
09/24/12 09/30/12 M----- 1 \$2,000.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
1 WXII M 09/24/12 9:18 PM VOICE Prime Other :30 OFA12Z107H \$2,000.00 NM									
<b>33 09/18/12 09/18/12 VOICE</b>									
<b>8-9pm Class of Time - Pre-emptible with notice</b>									
<b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>									
09/17/12 09/23/12 -T----- 1 \$1,500.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
1 WXII Tu 09/18/12 8:20 PM VOICE 8-9pm :30 OFA12Z118 \$1,500.00 NM									

## INVOICE

Send Payment To:



**WXII**  
**PO Box 26888**  
**Lehigh Valley, PA 18002-6888**

www.wxii12.com

Invoice #	Invoice Date	Invoice Month	Invoice Period
943887-1	09/30/12	September 2012	08/27/12 - 09/24/12
Advertiser	Product	Estimate Number	
Obama/D/President	SKED A -30'S	1536	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
35	09/19/12	09/19/12	L&O SVU Class of Time - Pre-emptible with notice	10-11pm	--W----	:30	1	\$1,600.00	NM
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/17/12 09/23/12 --W---- 1 \$1,600.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
1 WXII W 09/19/12 10:32 PM L&O SVU 10-11pm :30 OFA12Z118 \$1,600.00 NM									
36	09/21/12	09/21/12	DATELINE Class of Time - Pre-emptible with notice	10-11pm	----F--	:30	1	\$1,000.00	NM
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/17/12 09/23/12 ----F-- 1 \$1,000.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
1 WXII F 09/21/12 10:31 PM DATELINE 10-11pm :30 OFA12Z107H \$1,000.00 NM									
37	09/18/12	09/22/12	M-Su WXII 12 News @ 111-1135pm Class of Time - Immediately Pre-emptible without notice		-TWTFS-	:30	4	\$250.00	NM
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/17/12 09/23/12 -TWTFS- 4 \$250.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
4 WXII Tu 09/18/12 11:28 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 OFA12Z118 \$250.00 NM									
3 WXII W 09/19/12 11:18 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 OFA12Z118 \$250.00 NM									
2 WXII F 09/21/12 11:14 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 OFA12Z118 \$250.00 NM									
1 WXII Sa 09/22/12 11:23 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 OFA12Z118 \$250.00 NM									
38	09/24/12	09/24/12	M-Su WXII 12 News @ 111-1135pm Class of Time - Immediately Pre-emptible without notice		M-----	:30	1	\$250.00	NM
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/24/12 09/30/12 M----- 1 \$250.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
1 WXII M 09/24/12 11:30 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 OFA12Z118 \$250.00 NM									
39	09/18/12	09/21/12	NBC Tonight Show Class of Time - Pre-emptible with notice	1135pm-1237am	-TWTF--	:30	4	\$100.00	NM
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/17/12 09/23/12 -TWTF-- 4 \$100.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
3 WXII Tu 09/18/12 12:31 AM NBC Tonight Show 1135pm-1237am :30 OFA12Z118 \$100.00 NM									
2 WXII W 09/19/12 12:08 AM NBC Tonight Show 1135pm-1237am :30 OFA12Z107H \$100.00 NM									
4 WXII Th 09/20/12 11:58 PM NBC Tonight Show 1135pm-1237am :30 OFA12Z118 \$100.00 NM									
1 WXII F 09/21/12 12:19 AM NBC Tonight Show 1135pm-1237am :30 OFA12Z118 \$100.00 NM									
40	09/18/12	09/21/12	Late Night w/Jimmy Fallon 1237xm-136xm Class of Time - Pre-emptible with notice		-TWTF--	:30	4	\$30.00	NM
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/17/12 09/23/12 -TWTF-- 4 \$30.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
4 WXII Tu 09/18/12 1:28 AM Late Night w/Jimmy Fallon 1237xm-136xm :30 OFA12Z118 \$30.00 NM									
2 WXII W 09/19/12 1:31 AM Late Night w/Jimmy Fallon 1237xm-136xm :30 OFA12Z118 \$30.00 NM									
3 WXII Th 09/20/12 1:11 AM Late Night w/Jimmy Fallon 1237xm-136xm :30 OFA12Z107H \$30.00 NM									
1 WXII F 09/21/12 1:09 AM Late Night w/Jimmy Fallon 1237xm-136xm :30 OFA12Z107H \$30.00 NM									
41	09/22/12	09/22/12	NBC Saturday Night Live 1130pm-1am Class of Time - Immediately Pre-emptible without notice		-----S-	:30	1	\$120.00	NM
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/17/12 09/23/12 -----S- 1 \$120.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
1 WXII Sa 09/22/12 12:08 AM NBC Saturday Night Live 1130pm-1am :30 OFA12Z107H \$120.00 NM									
42	09/23/12	09/23/12	NFL Sunday Prime Game 815p-12a Class of Time - Immediately Pre-emptible without notice		-----S	:30	1	\$1,600.00	NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertiser](http://www.hearsttelevision.com/for_advertiser).  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log.

## INVOICE

Send Payment To:



**WXII**  
**PO Box 26888**  
**Lehigh Valley, PA 18002-6888**

www.wxii12.com

Invoice #	Invoice Date	Invoice Month	Invoice Period
943887-1	09/30/12	September 2012	08/27/12 - 09/24/12
Advertiser	Product	Estimate Number	
Obama/D/President	SKED A -30'S	1536	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/17/12 09/23/12 -----S 1 \$1,600.00									
<b>Spots:</b> # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Su 09/23/12 11:01 PM NFL Sunday Prime Games 815p-12a :30 OFA12Z107H \$1,600.00 NM									
<b>43</b> 09/22/12 09/22/12 Notre Dame Football ND Football -----S- :30 1 \$350.00 NM									
Class of Time - Pre-emptible with notice									
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/17/12 09/23/12 -----S- 1 \$350.00									
<b>Spots:</b> # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Sa 09/22/12 9:14 PM Notre Dame Football ND Football :30 OFA12Z107H \$350.00 NM									
<b>44</b> 09/23/12 09/23/12 NFL Pre-Game 7-8p/9p/4p -----S :30 1 \$550.00 NM									
Class of Time - Pre-emptible with notice									
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/17/12 09/23/12 -----S 1 \$550.00									
<b>Spots:</b> # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Su 09/23/12 7:06 PM NFL Pre-Game 7-8p/9p/4p :30 OFA12Z118 \$550.00 NM									
<b>45</b> 09/24/12 09/24/12 NBC Tonight Show 1135pm-1237am M----- :30 1 \$100.00 NM									
Class of Time - Pre-emptible with notice									
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/24/12 09/30/12 M----- 1 \$100.00									
<b>Spots:</b> # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 09/24/12 12:09 AM NBC Tonight Show 1135pm-1237am :30 OFA12Z118 \$100.00 NM									
<b>Total Spots</b> 95									

**Payment Terms 30 Days**

<u>Gross Total</u>	\$26,590.00
<u>Agency Commission</u>	\$3,988.50
<u>Net Amount Due</u>	\$22,601.50